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An Excess Claim Fee Payment Letter is attached hereto for one (1) excess independent claim.

Claims 1-6, 8-11, and 13-35 are all the claims presently pending in the application. New claim 35 has been added to more completely define the invention.

Claim 35 is patentable for all of the reasons discussed in the March 17, 2005, Amendment.

Specifically, none of the prior art of record including Tedesco teaches or suggests any survey which includes political polling. Indeed, Tedesco is completely silent as to such a political polling feature recited in independent claims 1, 23, 27, 28, 30, 31 and 35.

Additionally, Tedesco does not teach or suggest the combination of a payment system with a survey system, also recited in new independent claim 35 (as well as some of the other independent claims).

Furthermore, Tedesco, either alone or with (arguendo) and the other cited references, have nothing whatsoever to do with loyalty points for rewarding a frequent user, as in new claim 35. Column 4, lines 17-20 of Tedesco are irrelevant to such a feature. Indeed, in Tedesco, a promotion can be based on the user's previous purchase history. There is nothing disclosed or suggested about loyalty points.

Thus, new independent claim 35 is similarly patentable over the prior art of record.

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II. FORMAL MATTERS AND CONCLUSION

In view of the foregoing, Applicant submits that claims 1-6, 8-11, and 13-35, all the claims presently pending in the application, are patentably distinct over the prior art of record and are in condition for allowance. The Examiner is respectfully requested to pass the above application to issue at the earliest possible time.

Should the Examiner find the application to be other than in condition for allowance, the Examiner is requested to contact the undersigned at the local telephone number listed below to discuss any other changes deemed necessary in a telephonic or personal interview.

The Commissioner is hereby authorized to charge any deficiency in fees or to credit any overpayment in fees to Assignee's Deposit Account No. 50-0510.

Date:

4/15/05

Respectfully Submitted,




Sean M. McGinn, Esq.
Reg. No. 34,386

McGinn & Gibb, PLLC
8321 Old Courthouse Rd. Suite 200
Vienna, VA 22182-3817
(703) 761-4100
Customer No. 48150

CERTIFICATION OF FACSIMILE TRANSMISSION

I hereby certify that I am filing this Amendment by facsimile with the United States Patent and Trademark Office to Examiner Peter Choi, Group Art Unit 3623 at fax number (703) 872-9306 this 15th day of April, 2005.



Sean M. McGinn
Reg. No. 34,386